

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-11 in accordance with the following:

1. (CURRENTLY AMENDED) An information provision brokerage system comprising:

a provider information storage portion ~~for storing~~that stores, in a storage, provider area information and provision information for each information provider, the provider area information indicating an area designated by the information provider, and the provision information being to be provided by the information provider;

a user information storage portion ~~for storing~~that stores, in the storage, user area information for each user who has a terminal device, the user area information indicating an area designated by the user;

a determining portion ~~for determining~~that determines whether or not an area indicated by the provider area information overlaps an area indicated by the user area information specified based on a location of the user; and

an information transmission portion that transmits ~~for transmitting~~ the provision information of the information provider according to the provider area information to a terminal device of the user according to the user area information if it is determined that the area indicated by the provider area information overlaps the area indicated by the user area information.

2. (CURRENTLY AMENDED) The information provision brokerage system according to claim 1, wherein:

an area in which the provision information can be provided is divided into plural segment areas,

the provider information storage portion stores, in the storage, the provider area information that indicates the segment area,

the user information storage portion stores, in the storage the user area information that indicates the segment area, and

the determining portion performs the determination by determining whether or not the same segment area is included both in the segment area indicated by the provider area information and in the segment area indicated by the user area information.

3. (CURRENTLY AMENDED) The information provision brokerage system according to claim 1, further comprising:

a movement information obtaining portion ~~for obtaining~~that obtains movement information that indicates a speed and a direction of movement of the user, and

an area information changing portion that changes ~~for changing~~ the user area information of the user in accordance with the movement information of the user, wherein the determining portion performs the determination in accordance with the user area information changed by the area information changing portion.

4. (CURRENTLY AMENDED) The information provision brokerage system according to claim 1,

wherein the provision information storage portion stores in the storage category information that indicates a category of contents of the provision information in association with the provision information,

wherein the user information storage in the storage portion stores category information that indicates a category of information desired by the user in association with the user, and

wherein the information transmission portion transmits the provision information if a category of contents of the provision information to be transmitted is included in a category of information desired by the user who is a destination of the transmission.

5. (CURRENTLY AMENDED) The information provision brokerage system according to claim 1,

wherein the provision information storage portion stores in the storage provider location information that indicates a location of the information provider in association with the information provider, the user information storage portion stores user location information that indicates a location of the user and a distance designated by the user in association with the user, and the information transmission portion transmits the provision information if a distance between a location of the information provider who provides the provision information to be transmitted and a location of the user who is a destination of the transmission is smaller than the distance designated by the user.

6. (CURRENTLY AMENDED) The information provision brokerage system according to claim 1,

wherein the provision information includes information for advising an application for receiving information delivery from the information provider who transmits the provision information.

7. (CURRENTLY AMENDED) The information provision brokerage system according to claim 6, further comprising:

a delivery status management portion that manages ~~for managing~~ a delivery status of information that is delivered directly from the information provider to the user who made the application; and

an accounting information generation portion that counts ~~for counting~~ delivery statuses of the information providers at a predetermined timing so as to generate accounting information to the information provider.

8. (CURRENTLY AMENDED) An information provision brokerage system comprising:

a provider information storage portion that stores, in a storage, ~~for storing~~ provider area information and provision information for each information provider, the provider area information indicating an area designated by the information provider, and the provision information being to be provided by the information provider;

a user information storage portion that stores, in the storage, ~~for storing~~ user area information for each user who has a terminal device, the user area information indicating an area designated by the user;

a determining portion that determines ~~for determining~~ whether or not an area indicated by the provider area information overlaps an area indicated by the user area information specified based on a location of the user;

a notification portion that sends ~~for sending~~ a notification to a terminal device of the user according to the user area information so that the user receives the provision information of the information provider according to the provider area information if it is determined that the area indicated by the provider area information overlaps the area indicated by the user area information; and

an information transmission portion that transmits ~~for transmitting~~ the provision

information of the information provider to the terminal device of the user responding to a request from the user who received the notification.

9. (CURRENTLY AMENDED) A server that is connected to an information providing server for providing information of plural information providers in accordance with location information of users via a network, the server comprising:

a user registration portion that receives ~~for receiving~~ an application from the user for information delivery so as to register the user as an information delivery destination user;

an information delivery portion that performs ~~for performing~~ delivery of information to the user who is registered as the information delivery destination user;

a delivery status management portion that manages ~~for managing~~ a delivery status of information; and

a delivery status notification portion that notifies ~~for notifying~~ the information providing server of the delivery status.

10. (CURRENTLY AMENDED) An information provision brokerage method, comprising: the steps of:

making a provider information storage portion store, in a storage, provider area information and provision information for each information provider in advance, the provider area information indicating an area designated by the information provider, and the provision information being to be provided by the information provider;

making a user information storage portion store, in the storage, user area information in advance for each user who has a terminal device, the user area information indicating an area designated by the user;

determining whether or not an area indicated by the provider area information overlaps an area indicated by the user area information specified based on location information; and

transmitting the provision information of the information provider according to the provider area information to a terminal device of the user according to the user area information if it is determined that the area indicated by the provider area information overlaps the area indicated by the user area information.

11. (CURRENTLY AMENDED) A computer-readable storage medium storing a computer program for use in a computer that performs brokerage for information transmission from an information provider to a user, the computer program makes the computer perform the

process comprising the steps of:

reading provider area information corresponding to provision information to be transmitted from a provider information storage portion that stores, In a storage, the provider area information and the provision information in an interrelated manner for each information provider, the provider area information indicating an area designated by the information provider and the provision information being to be provided by the information provider;

reading user area information of a user who is a destination of the transmission from a user information storage portion that stores, in the storage, the user area information for each user, the user area information indicating an area designated by the user;

determining whether or not an area indicated by the read provider area information overlaps an area indicated by the read user area information specified based on a location information of the user; and

transmitting the provision information corresponding to the provider area information to a terminal device of the user according to the user area information if it is determined that the area indicated by the provider area information overlaps the area indicated by the user area information.